Famous Kulfi Ujjain

Re Design and Standardization.

What is Famous Kulfi?

Famous Kulfi is a local kulfi store in Ujjain which began in **1945**, by Ramlal Narang with three stores across the city currently run by three brothers, it is widely popular for it’s famous matka kulfi, providing an organic and authentic taste for all, linked with great heritage and love from the customers

Current Brand Identity

Inconsistency in brand design across various outlets.

Nanakheda outlet.

Chatri Chowk outlet.

Freeganj outlet.

Menu

The menu card does not have a list of all the products so they have stuck posters for other items randomly on the wall

Research Takeaways

Owner

- The Customer base is **diverse.**
- The taste of the kulfi brings and keeps the customers loyal.
- The owner wants to develop this business into a **franchise**.
- Their brand aims to focus of the **taste** and **purity** of the kulfi.

Customer

- The legacy of the brand is much appreciated by the locals.
- The taste of the kulfi is **unique, fresh** and **pure**.
- The quality of the kulfi is top notch.
- There is a lack of **brand perception** amongst the customers.

Formula Of a Succesful Franchise

Pareto Principle

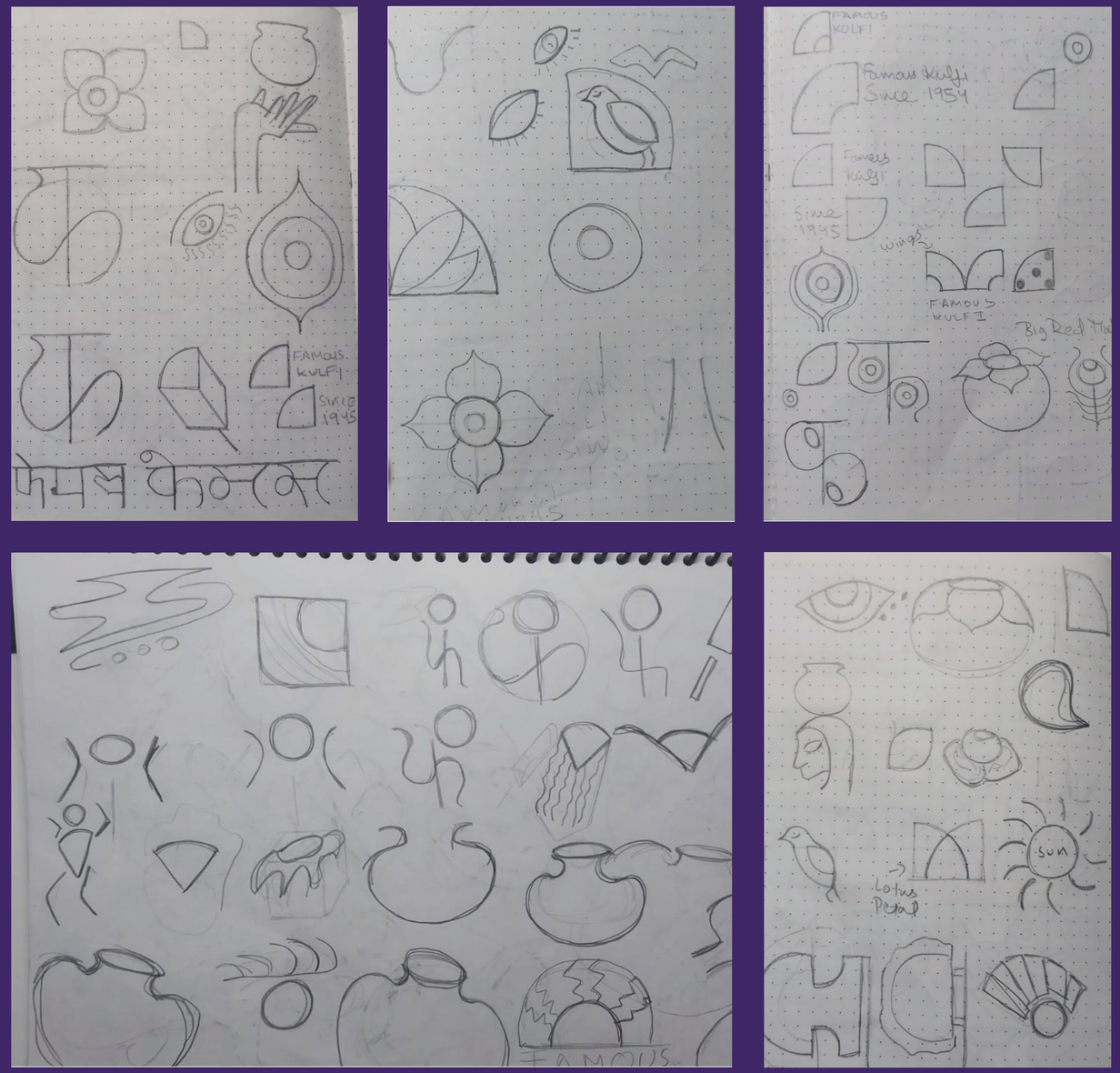
McDonald's followed the **80/20 rule**, which prioritized their main hero products and exponentially increased sales.

Standardization

Franchise based businesses standardize their brand identity by using a consistent palette, visual elements and typography across various collaterals and the **environments** of their stores/restraunts.

The Goal In Mind

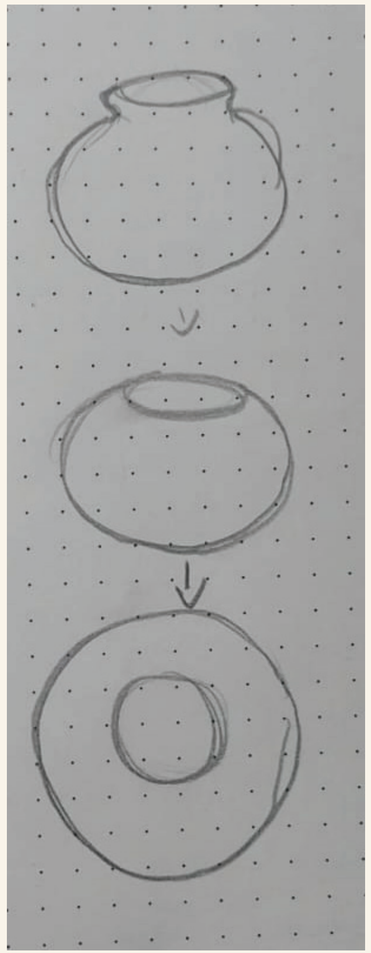
In order to turn this local kulfi giant into a franchise, the goal is to provide **visual standardization through** design which opens up the possibilities of expansion.



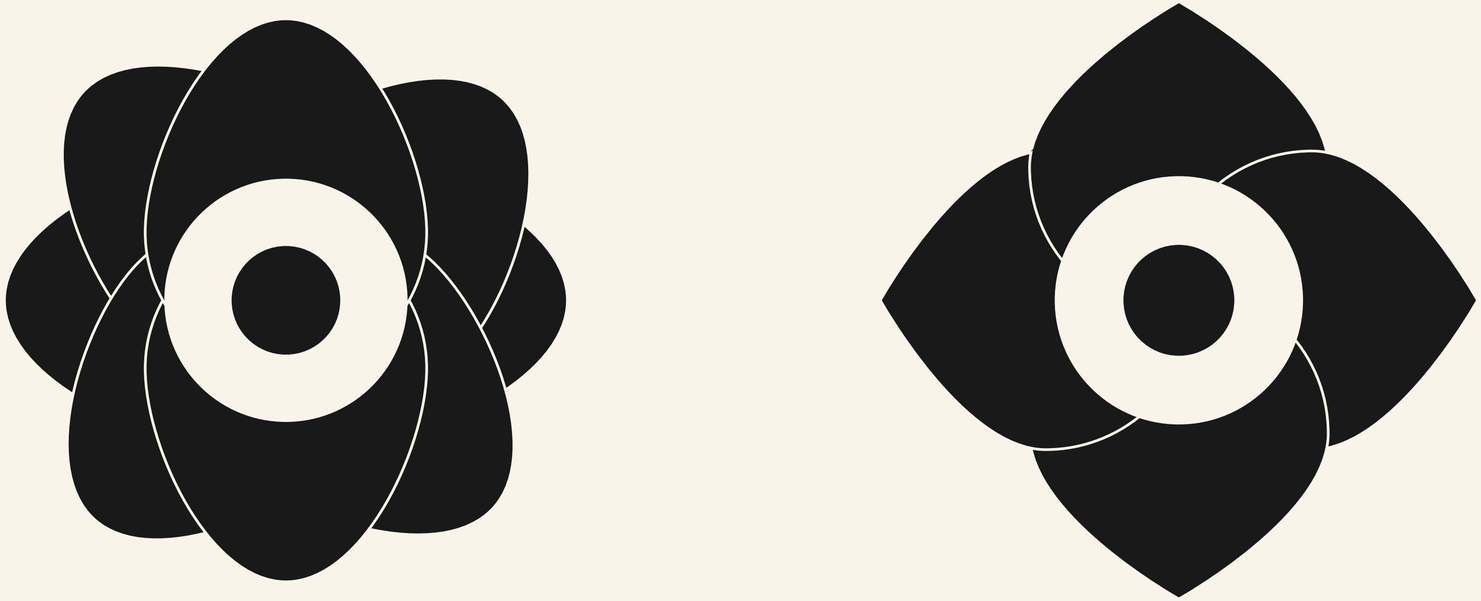
Logo Explorations

Multiple explorations were made emphasising on the form of the **matka.**

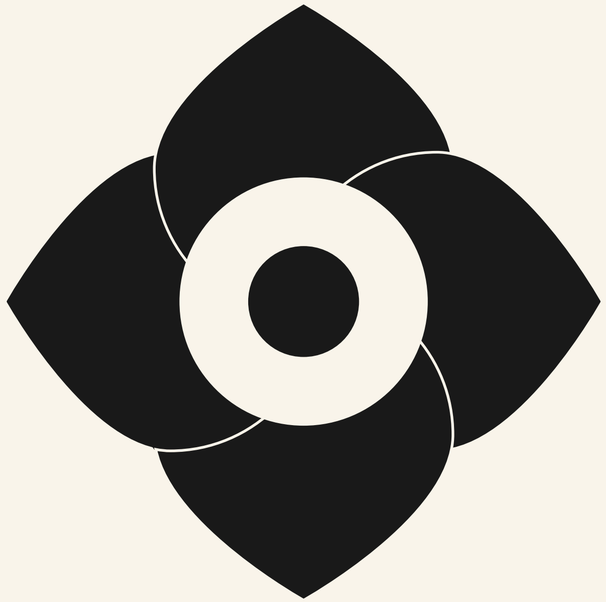
Logo Development



Simplified version of the top view of the **matka.**



As lotus is the symbol of **purity**, these two concepts show a matka sitting on the top of lotus petals.



01 The curves of the petals are merging to the center of the matka, like a **vortex of milk.**

फेमस कुल्फी
Famous Kulfi

02 **Four is a theme** in the kulfi as, it is a cylinder first which is cut into four equal, individual kulfis(quadrants).

Logo Versions and Usage

Logo with wordmark **(Primary)**

Famous Kulfi
फेमस कुल्फी

Famous Kulfi
फेमस कुल्फी

Logo without wordmark **(Secondary)**

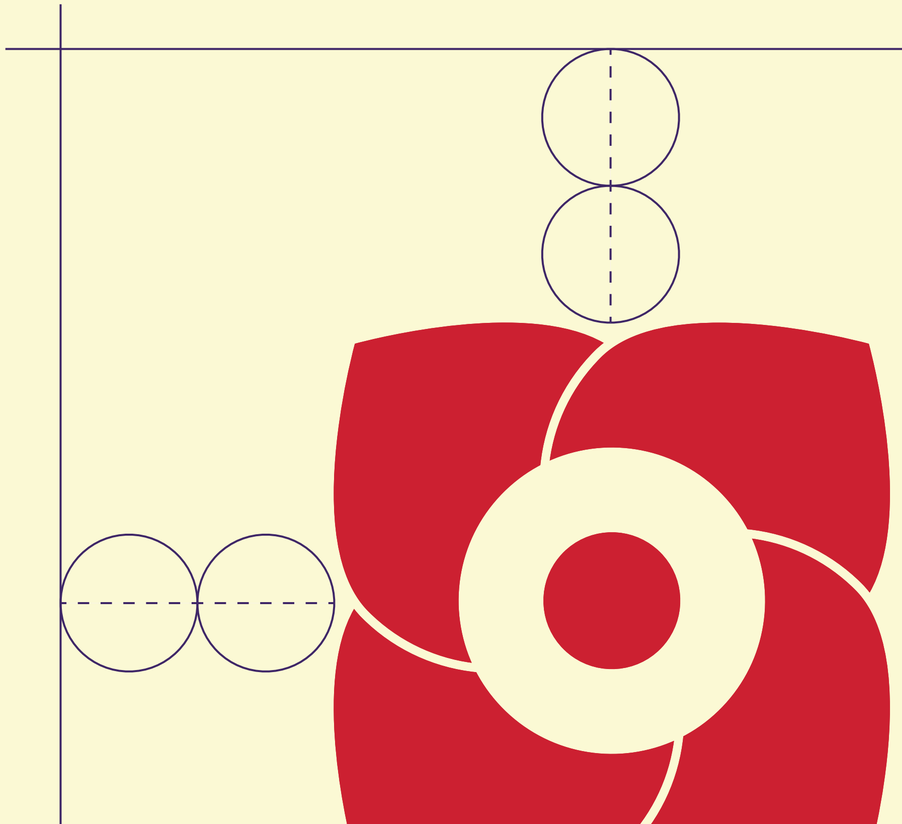
#FDF9D2
for dark backgrounds

#C6202F
for light backgrounds

Minimum Clear Space:

Twice the diameter of the inner circle

Minimum clear space is the same for all versions of the logo.



Famous K

फेमस कुल

Typefaces

Heading Typeface

अनेक देवनागरी / Anek Devnagri

हदिबिुङ खामालाइ प्रतस्ि्ठा आरो आधकिारको आधारत

Body Typeface

Hind Variable

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempo

#FDF9D2

Milk Cream

The color pallete is showcased in terms of the priority each color should be given

#229B63

Sea Green

#C6202F

Matka Red

#20469D

Cobalt

Outcomes

Pareto Principle

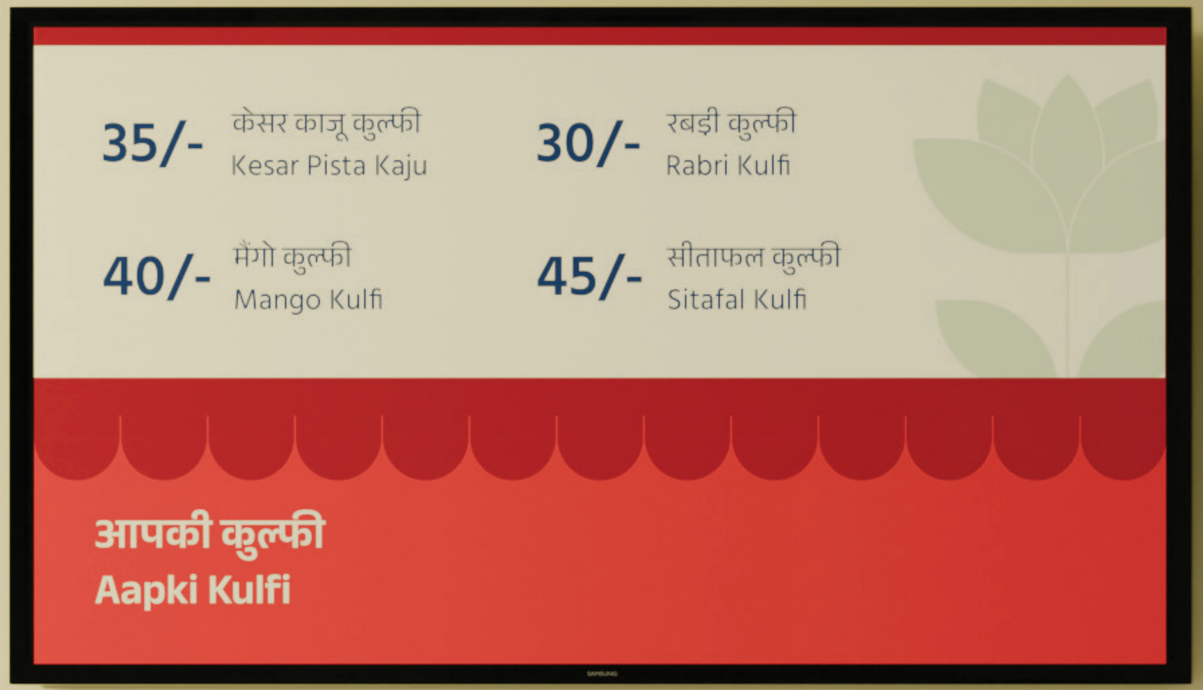
Focusing on the hero product, the kulfi menu is presented in a more dominant color

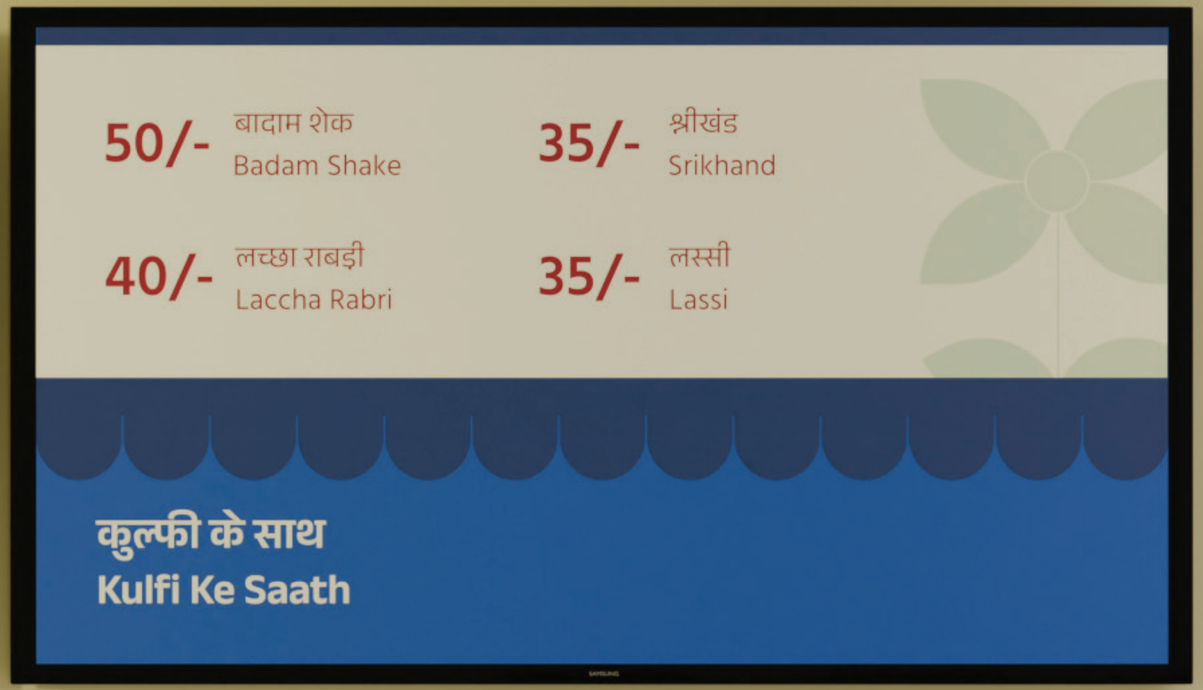
आपकी कुल्फी
Aapki Kulfi

35/-	केसर काजू कुल्फी Kesar Pista Kaju	30/-	रबड़ी कुल्फी Rabri Kulfi
40/-	मैंगो कुल्फी Mango Kulfi	45/-	सीताफल कुल्फी Sitafal Kulfi

कुल्फी के साथ
Kulfi Ke Saath

50/-	बादाम शेक Badam Shake	35/-	श्रीखंड Srikhand
40/-	लच्छा राबड़ी Laccha Rabri	35/-	लस्सी Lassi


35/- केसर काजू कुल्फी
Kesar Pista Kaju
30/- रबड़ी कुल्फी
Rabri Kulfi
40/- मैंगो कुल्फी
Mango Kulfi
45/- सीताफल कुल्फी
Sitafal Kulfi
आपकी कुल्फी
Aapki Kulfi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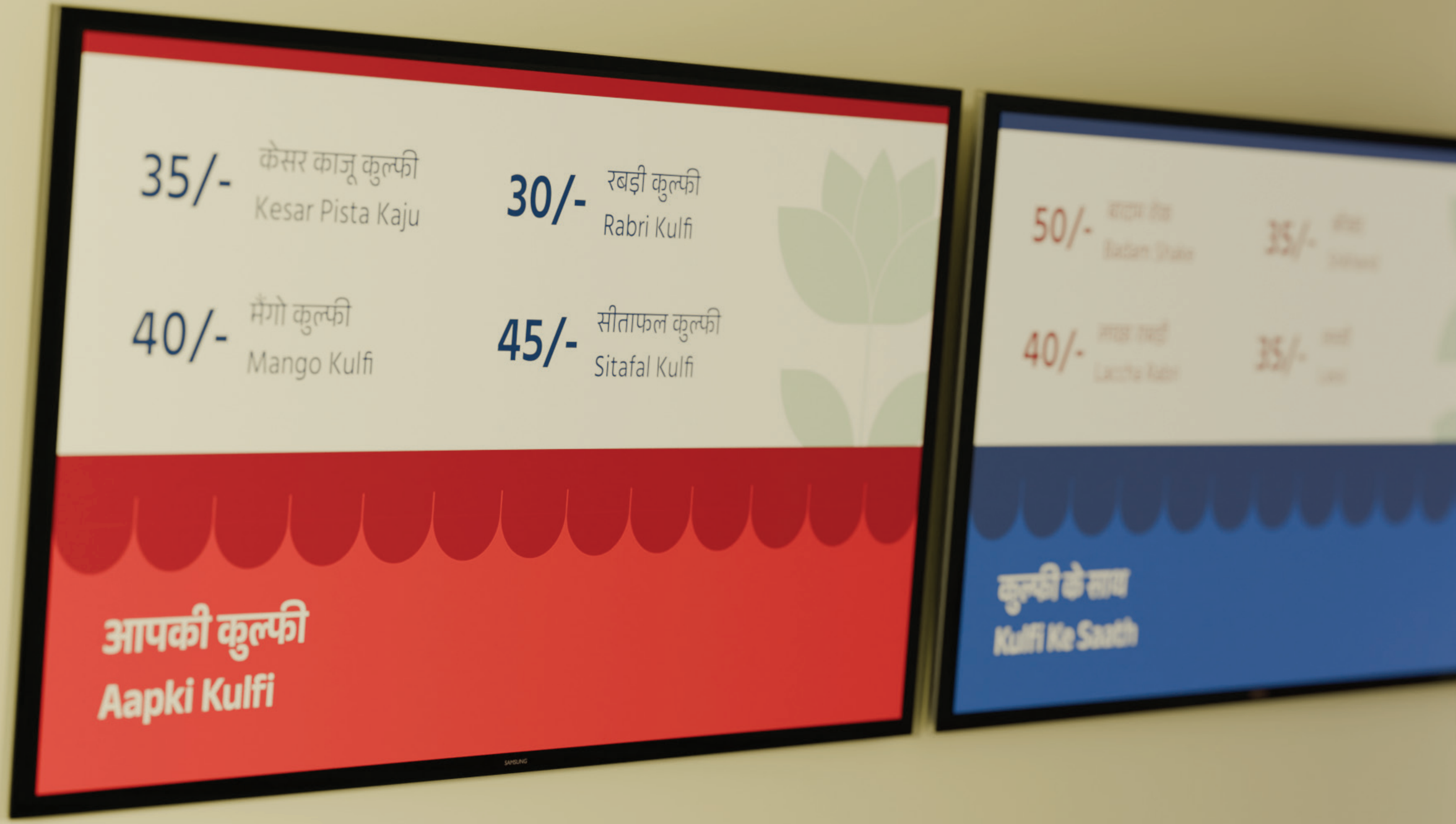
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आपकी कुल्फी
Aapki Kulfi
50/-
40/-
कुल्फी के साथ
Kulfi Ke Saath

पीढ़ियों की मठिास,

उज्जैन की पहली कुल्फी,

1945 से.

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उज्जैन की पहली कुल्फी,
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उज्जैन की पहली कुल्फी,
1945 से.
असली दूध,
असली खुशबू,
असली स्वाद

Famous Kulfi
फेमस कुल्फी

Famous Kulfi
फेमस कुल्फी

Famous Kulfi
फेमस कुल्फी

Famous Kulfi
फेमस कुल्फी

Swaad Ki
Parampara
Since 1945

Swaad Ki
Parampara
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Famous Kulfi
फेमस कुल्फी